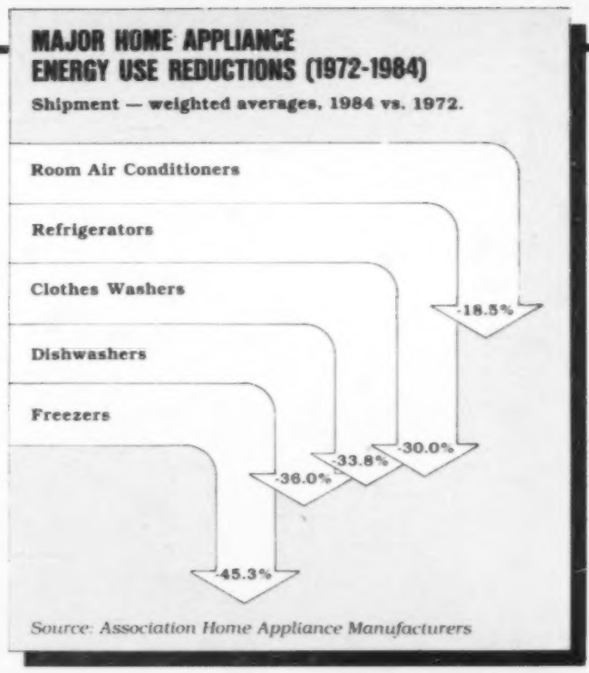
# Appliance power use plummets, but bills stay high

*A 33 percent drop in power usage is cited with freezers topping the list*

Strides made in the area of energy conservation were underscored by a recent study that indicates a radical decline in major appliance energy consumption. The study, released by the Association of Home Appliance Manufacturers, compares energy usage on today's appliances versus their power consumption 12 years ago when data was first collected on the subject. In the five areas surveyed, freezers top the list with a 45.3 percent decline while dishwashers were revealed to use 36 percent less power now than in 1973. Refrigerators showed a drop of 34 percent while washing machines and air conditioners fell 33.8 and 18.5 percent respectively.

The AHAM study also notes that continuing increases in utility bills have made the actual dollar total for appliance energy consumption higher in many cases and points out that "careless" habits on the part of the consumer can negate any saving created by greater efficiency. □




# People

**Whirlpool** has announced the promotion of **Kenneth W. Kaminski** to the post of division vice president, merchandising, filling a vacancy recently created by the promotion of H.W. Bowman to the position of vice president, Whirlpool sales. Kaminski, with the company since 1962, was most recently director of kitchen products.

**Claude A. Paten** has been named to the newly created position of assistant vice president of marketing for the **Jenn-Air Company.** Paten makes the move from Maytag where he was director of cooking and laundry sales operations at the New Orleans branch.

*Kaminski*

Three division executives have been named to new **WCI Appliance** group positions. **Emmett P. McIntosh** moves up to vice president, marketing and merchandising for WCI's four major brands . . . **Kishin J. Gursahaney** was appointed to vice president, strategic planning with responsibility for the four brands . . . **M. William Challburg, Jr.** was named vice president, advertising with additional responsibility for sales promotion and product publicity.

**Jack Sinkler** has joined **Thermador/Waste King** as the new product specialist for heaters, hoods and vents.

**Carrier Corp.**, in a restructuring of its sales and marketing organizations, has combined its four brands of heating and cooling products into one sales operation. Relevant to the restructure, **Henri E. Bonvin,** previously sr. vice president of sales for the Carrier brand has been named to head the combined sales organization as sr. vice president of sales . . . **Richard Hutchinson,** previously vice president of sales and marketing for Bryant, Day & Night and Payne brands has been tabbed to head the new marketing organization as sr. vice president of marketing. □

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